

ABSTRACT

An implementation of a technology, described herein, for providing a common rating scale for services to facilitate the buying and selling of services via an on-line auction. At least one implementation of the invention, described herein, is an on-line auction (such as an Internet auction), where services are the subject of such auction. More specifically, the services have a highly variable valuation (e.g., a “time-sensitive” value). In the implementation, described herein, a common rating scale is provided so that the value (and, in particular, the time-sensitive nature of the value) of such services may be specified. Thus, this gives a common unit of measurement for perceived valuation of a service. This abstract itself is not intended to limit the scope of this patent. The scope of the present invention is pointed out in the appending claims.